WEEK OF
April 6, 1959

# fashion calendar


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8 EAST 77th STREET
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# 1959


19th YEAR • A WEEKLY PUBLICATION


### january

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### february

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### march

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### june

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### august

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### november

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### january – 1960

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### february – 1960

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### march – 1960

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# FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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## WEEK ENDING FRIDAY, APRIL 3, 1959

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| Thursday April 2 12:00 Noon Luncheon | PRESS PREVIEW: FALL SWEATER COLLECTION | OLYMPIC KNITWEAR INC. (1407 BROADWAY) | HOTEL PLAZA TERRACE ROOM |

"International Collection"--preview of Olympic's Fall sweater collection to the press. Showing at 1:15 P.M. promptly. By invitation. Contact: Phyllis Youngheart, 400 East 58th Street, PL. 1-0752.

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| Thursday April 2 12:30 P.M. Luncheon | PRESS PREVIEW: FALL SHOE COLLECTION | MANNEQUIN SHOES (112 WEST 34TH STREET) | WALDORF-ASTORIA PARK AVENUE SUITE |

Mannequin will present their Fall shoe collection to the press. By invitation. Contact: Frances Rhodes, LA. 4-3620. Publicity: Nadine Bertin at Daniel & Charles Inc., 185 Madison Avenue, MU. 6-7288.

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| Friday April 12:00 Noon | PRESS PREVIEW OF AMERICAN ART EXHIBIT | AMERICAN ART EXPOSITION, INC. | NEW YORK COLISEUM COLUMBUS CIRCLE |

Exhibition of more than 700 works of art by 200 top American painters and sculptors, as well as special exhibitions of art in industry, art in communications, fine arts in living, art in photography. Press preview, from 12:00 Noon, continues all afternoon. Benefit preview for American Ballet Theatre, Artists Equity and Art Students League Building Fund, Friday, April 3, 8:00 to 11:00 P.M.--$10.00 per person. Public opening Saturday, April 4 thru April 19. Contact: Lee Nordness, Director, ART: USA '59, TE. 8-4696. Publicity: Rea Lubar, MU. 5-4997.

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| Saturday April 4- April 12 | THIRD EDITION OF AUTOMOBILE SHOW | INTERNATIONAL AUTOMOBILE SHOW | NEW YORK COLISEUM COLUMBUS CIRCLE |

Seven nations will display best in world's motor car output. The latest in motorcycles and motor scooters, automotive accessories, fuels and oils will also be featured. Hours: Daily--11:00 A.M. to 10:00 P.M.; Sunday--1:00 P.M. to 10:00 P.M. Prices: Adults--$1.50; Children--75¢. Contact: David Jacobson, United Public Relations, 120 East 56th St., PL. 1-3950.

## WEEK BEGINNING SUNDAY, APRIL 5, 1959

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| Sunday April 5 1:00 P.M. Brunch | MILLINERY AND FURS DURING LUNCHEON | JOHN FREDERICS; HARRY L. HAMMER | HAMPSHIRE HOUSE FOUNTAIN ROOM |

"Pink Champagne and Roses"--millinery by John Frederics; furs by Harry L. Hammer. Reservations--$3.75; contact: "Mr. Gilbert", CI. 6-7700. Fashion Show Director: Peggy Cantor Assoc., 117 E. 37th St., MU. 9-8542.

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| Sunday April 5 2:00 P.M. Brunch | MILLINERY AND FURS DURING LUNCHEON | JOHN FREDERICS; HARRY L. HAMMER | HOTEL WARWICK RALEIGH ROOM |

Repeat of above showing. Reservations--$3.25; Contact: Fernando, CI. 7-2700. Fashion Show Director: Peggy Cantor Associates, MU. 9-8542.

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| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
|---|---|---|---|
| Tuesday April 7 8:30 A.M. Breakfast | ADVANCE PREVIEW OF SUMMER HATS | MILLINERY PROMOTIONS, INC. (10 EAST 40TH ST.) | HOTEL ASTOR BALLROOM |
| | "Summer Millinery Fashion Festival"--showing of popular and moderate priced millinery, sponsored by the Trade Promotion Committee of Millinery Promotions, Inc. By invitation. Contact: MU. 6-2970. | | |
| Tuesday April 7 10:00 A.M. | PRESS PREVIEW OF KNITTED FASHIONS | ALED LTD. | 1410 BROADWAY SHOWROOM - 21ST FLOOR |
| | Knitted costumes, suits and dresses, made in Israel. Showings April 7, 8, 9, at 10:00 A.M. By reservation. Contact: Miss Lilo, LA. 4-1637. Publicity: Pauline Greene at Charles J. Charney, PL. 7-0955. | | |
| Tuesday April 7 10:30 A.M. | SHOWING OF EARLY FALL COAT COLLECTION | ORIGINALA | 512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR |
| | Showing of Originala's early Fall coat collection, Tues., April 7 at 10:30 A.M. Thereafter at 2:00 P.M., by appointment only. Contact: Louis Mariani, BR. 9-8988. | | |
| Tuesday April 7 12:30 P.M. Luncheon | FASHION SHOW DURING BENEFIT LUNCHEON | ANN COX ORIGINALS (23 WEST 57TH ST.) | HOTEL PIERRE BALLROOM |
| | "The Pleasure Of Your Company"--wedding and around-the-world honeymoon trip fashions by Ann Cox, for benefit of St. Luke's Hospital Auxiliary. Guests of Honor: Cornelia Otis Skinner and Nell Rankin. Tickets: $7.50. Contact: Mrs. Leslie P. Barker, RH. 4-0029. Pierre Fashion Director: Anne Taylor, TE. 8-8000. | | |
| Tuesday April 7- April 8 1:00 P.M. | PREVIEW: EARLY FALL DRESS COLLECTION | MR. MORT | 498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR |
| | Mr. Mort's early Fall dress collection, designed by Lee Evans and Mario Papiri. By admission card only. Contact: Miss Andree, OX. 5-4760. | | |
| Tuesday April 7 4:00 P.M. Cocktails | PRESS PREVIEW OF ITALIAN KNITWEAR | LUISA SPAGNOLI | 3 EAST 40TH STREET SALON - 5TH FLOOR |
| | Preview of Luisa Spagnoli's Fall collection of Italian knitted sportswear and ready-to-wear, for press and resident buyers. By invitation. Thereafter continuous daily showings. Contact: OR. 9-7280. | | |
| Tuesday April 7 8:00 P.M. Dinner-Dance | 2ND ANNUAL "HEARTS AND DIAMONDS BALL" | HARRY WINSTON INC. | HOTEL PLAZA BALLROOM |
| | For the benefit of The Heart and Lung Foundation, sponsored by Harry Winston. Co-Chmn: Mrs. Cartwright Wetherill, Mrs. William Mirkil, Mrs. Morton Bowyer, Mrs. Helen Briggs Miller. Tickets: $50.00. Publicity: Alan W. Bell Co., 437 Fifth Avenue, MU. 4-4705. | | |
| Wednesday April 8 9:00 A.M.- 6:00 P.M. | PREVIEW OF NEW SEWING MACHINES | SINGER SEWING MACHINE CO. (149 BROADWAY) | HOTEL ROOSEVELT PALM TERRACE SUITE |
| | Informal preview of Singer Sewing Machine's newest developments and improvements. Breakfast: 9:00 A.M. - 11:00 A.M. Luncheon: 12:00 Noon - 2:00 P.M. Cocktails: 3:00 P.M. - 6:00 P.M. By invitation. Publicity: Anne Cunningham, at Young & Rubicam, 285 Madison Avenue, MU. 9-5000. | | |
| Wednesday April 8 4:00 P.M. Cocktails | PREVIEW OF "KEYBAK"-- INTERFACING FABRIC | CHICOPEE MILLS, INC. | HAMPSHIRE HOUSE THE COTTAGE |
| | "Keyback", a new non-woven interfacing fashion fabric, will be previewed to the press in a showing of Summer fashions by leading designers. By invitation. Publicity: Rosemary Sheehan, 27 East 37th St., MU. 5-1280. | | |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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| Friday April 10 8:00 P.M. Dinner-Dance | EIGHTH ANNUAL "APRIL IN PARIS" BALL | AIR FRANCE; CARTIER; COTY | WALDORF-ASTORIA GRAND BALLROOM |
| | "Paris Circus of the 18th Century"--Gala dinner-dance for the benefit of the French Hospital and the American French Foundation Charities. "Defile de l'Elegance"--showing of fashions by leading couturiers of Paris and millinery by Parisian designers. Reservations--$150.00 (including dancing until dawn & breakfast). Contact: Marion Perry, EL. 5-5725. | | |
| Sunday April 12 8:00 P.M. Dinner | TONY AWARDS DINNER | AMERICAN THEATRE WING, INC. | WALDORF-ASTORIA BALLROOM |
| | Annual Tony Awards Dinner for benefit of American Theatre Wing. Honorary Co-Chmn: Joan Crawford, Ralph Bellamy, Alfred deLiagre, Jr., Mrs. Albert D. Lasker, Gilbert Miller. Tickets: $35.00. Publicity: Morton Sunshine, 165 West 46th Street, CI. 6-6460. | | |
| Tuesday April 14 12:00 Noon Luncheon | FABRICS & LEATHERS: FALL-WINTER 1959 | THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) | HOTEL ASTOR BALLROOM |
| | Co-Chmn: Vee Rafdal and Margaret Ingersoll. Price: $8.00 (Members); $10.00 (Guests). Exhibit from 10:00 A.M. to 3:00 P.M.; admission $1.00 at door for those not holding luncheon tickets. Contact: CI. 7-3940. | | |
| Tuesday April 14 4:00 P.M.-7:00 P.M. | PREVIEW: EXHIBITION OF MODEL APARTMENTS | NAT'L SOCIETY OF INTERIOR DESIGNERS | YORK RIVER HOUSE 1175 YORK AVENUE |
| | National Society of Interior Designers will present an exhibition of model apartments by 30 noted members. By invitation. Publicity: Ted Materna Associates, 75 East 55th Street, PL. 3-3240. | | |
| Tuesday April 14 8:30 P.M. Dinner | BENEFIT DINNER-BALL | SPOLETO FESTIVAL BALL | WALDORF-ASTORIA BALLROOM |
| | Special ball for benefit of Gian Carlo Menotti's "Festival Of Two Worlds". Tickets: $50.00. Publicity: Elizabeth O'Connor at Rasponi Associates, TE. 8-8171. | | |
| Wednesday April 15 9:00 A.M. Breakfast | PRESS PREVIEW: LITTLE FURS FOR SUMMER | JAY THORPE | 4TH FLOOR SALON |
| | Jay Thorpe will present new colors in furs, based on a special group of imports. By invitation. Publicity: Virginia Woodruff, GR. 3-8046. | | |
| Wednesday April 15 2:00 P.M. | PRESS PREVIEW: EARLY FALL JUNIOR COSTUMES | MAM'SELLE | 498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR |
| | Mam'selle will preview their early Fall junior costume collection to the press. By invitation. Contact: Bettye Whiteman, CH. 4-7373. Publicity: Eleanor Lambert, MU. 8-2130. | | |
| Thursday April 16 9:00 A.M. Breakfast | PRESS PREVIEW OF "CONTINENTAL COLORS" | HAZEL BISHOP INC. (445 PARK AVENUE) | SHERATON-EAST HOTEL TRIANON ROOM |
| | Hazel Bishop imports six new "Continental Colors" from Europe in co-ordinated lipstick and nail polish, to compliment shades of summer skin and fashion. Also, introducing first complete line of no-smear eye makeup: mascara, eye shadow, eyebrow pencil. By invitation. Publicity: Terry Quimby at Robert S. Taplinger Associates, 608 Fifth Ave., PL.7-8040. | | |
| Friday April 17 8:30 P.M. Dinner | BENEFIT DINNER AND BALL | "DIABALLIQUE" | WALDORF-ASTORIA BALLROOM |
| | Benefit for Sister Elizabeth Kenny Foundation and the Universal International Symphony Orchestra & Music Institute. Tickets: $50.00. Publicity: Elizabeth O'Connor at Rasponi Associates, TE. 8-8171 | | |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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| Tuesday April 21 4:00 P.M. Cocktails | PREVIEW OF FALL COLLECTION | WHITE STAG (1407 BROADWAY) | HOTEL PLAZA TERRACE ROOM |
| | White Stag will present their Fall women's wear collection to press and buying offices. Showing at 4:30 P.M. promptly. By invitation. Contact: Vera Holton, BR. 9-1972. | | |
| Wednesday April 22 12:30 P.M. Luncheon | LUNCHEON SHOWING OF SUMMER FASHIONS | SUZY PERETTE (134 W. 37TH ST.) | HOTEL PLAZA PERSIAN ROOM |
| | Showing of Suzy Perette's Summer fashions, available at Lord & Taylor. Press by invitation. Public by reservation: "Banquet" Dept., PL.9-3000, Ext. 176. Suzy Perette Publicity: Eleanor Lambert, MU. 8-2130. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. | | |
| April 22 | PASSOVER--begins Wednesday, at Sundown. (April 23 - April 30) | | |
| Thursday April 23 9:00 A.M. | PRESS PREVIEW: FALL LADIES' SHIRTS | STRATFORD SHIRT CO. | 1407 BROADWAY SHOWROOM - 32ND FLOOR |
| | Stratford Shirts will present their Fall collection of ladies' shirts designed by John Weitz. By invitation. Contact: GR. 5-7811. Publicity: Chris Castro, LO. 3-4920. | | |
| April 26 | DAYLIGHT SAVINGS TIME BEGINS--Sunday. (Move clocks ahead one hour.) | | |
| Monday April 27- April 30 | 28TH ANNUAL NATIONAL CONFERENCE | AMERICAN INSTITUTE OF DECORATORS | HOTEL PLAZA BALLROOM |
| | "Awards Luncheon"--presentation of citations of merit for outstanding design and development in fabrics, furniture, floors, wallcoverings and lighting. Mon., April 27th at 12:30 P.M. By invitation. Contact: Richard Dillon, Jr., 440 West 24th Street, CH. 3-6112. | | |
| Beginning Monday April 27 | OPENING OF BOYS' FALL COLLECTION | HI-LINE | 112 WEST 34TH STREET SHOWROOM - 8TH FLOOR |
| | Hi-Line will return to the classic design in the new "Continental Look", from their "Small World" collection for the young gentlemen, sizes 12 months to 7 years. By appointment. Publicity: Ruth Shaw Associates, 110 West 34th Street, WI. 7-2562. | | |
| Tuesday April 28 9:00 A.M. | PREVIEW: FALL CHILDREN'S WEAR COLLECTION | SUPAK & SONS (JOHN WEITZ) | 112 WEST 34TH STREET SHOWROOM - 12TH FLOOR |
| | Showing of Fall children's wear collection, designed by John Weitz. By invitation. Contact: LO 3-6781. | | |
| Tuesday April 28 8:30 P.M. Dinner | DINNER-DANCE FOR BENEFIT OF HEART FUND | "HEART OF AMERICA BALL" | HOTEL PLAZA BALLROOM |
| | "Heart Of America Ball" for benefit of the Heart Fund. Co-Chairmen: Mrs. Russell Forgan, Mrs. Thomas Hitchcock and Mrs. Lewis S. Rosensteil. Tickets: $100. Publicity: Elizabeth O'Connor at Rasponi Associates, 667 Madison Avenue, TE. 8-8171. | | |
| Wednesday April 29 2:30 P.M. | PREVIEW: FALL-WINTER RAINWEAR COLLECTION | LAWRENCE OF LONDON, INC. | 512 SEVENTH AVENUE SHOWROOM - 2ND FLOOR |
| | Lawrence of London will present their Fall-Winter couture rainwear collection, designed by Adele Lawrence, for press and buyers. By invitation. Thereafter, continuous daily showings. Contact: CH. 4-3815. Publicity: Mathews-Latham, 505 Fifth Avenue, MU. 7-5447. | | |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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| Thursday April 30 12:30 P.M. Luncheon | SUMMER FASHIONS DURING LUNCHEON | RICHARD COLE, INC. (498 SEVENTH AVENUE) | HOTEL PLAZA PERSIAN ROOM |
| | Showing of Richard Cole's Summer collection, available at Miss Bergdorf. Press by invitation. Public by reservation; contact: "Banquet Dept." PL. 9-3000, Ext. 176. Contact for Richard Cole: John Brunelle, BR. 9-5644. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790. | | |
| Friday May 1 9:30 A.M. Breakfast | PRESS PREVIEW OF SUMMER LINGERIE | ELIZABETH ARDEN | 691 FIFTH AVENUE 8TH FLOOR |
| | Elizabeth Arden will present her Summer lingerie collection, in butterfly colors, to the press. By invitation. Publicity: Rasponi Associates, 667 Madison Avenue, TE. 8-8171. | | |
| Sunday May 3- May 7 | FALL AND WINTER SHOE FASHIONS | POPULAR PRICE SHOE SHOW OF AMERICA | HOTELS NEW YORKER & SHERATON-McALPIN |
| | The 22nd semi-annual showing of popular price shoes for men, women and children at N.Y. Trade Show Building, Hotels New Yorker and Sheraton-McAlpin. Co-Managers: Edward Atkins & Maxwell Field. Contact: MU.2-8705. | | |
| Thursday May 7 9:00 P.M.- Midnight | "FASHION FOOLERY"-- SPECIAL PRESENTATION | THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) | HOTEL PLAZA BALLROOM |
| | "Fashion Foolery"--an evening of "spoofs" on the whole fashion industry. Price: $17.50 per person, for benefit of The Fashion Group activities. Contact: CI. 7-3940. | | |
| Friday May 8- May 19 | THIRD ANNUAL WORLD TRADE FAIR | U.S. WORLD TRADE FAIR | NEW YORK COLISEUM COLUMBUS CIRCLE |
| | More than 3,000 exhibits, displaying new products and raw materials from 60 countries. Showing of women's fashions, accessories, footwear, perfumes and cosmetics. Press Preview, Thurs., May 7. By invitation. Tickets: $1.50. Contact: David Jacobson at United Public Relations, PL. 1-3950. | | |
| Sunday May 10 | MOTHER'S DAY. Theme: "Her Day Of Surprises." Contact: Arthur Freeman, 129 West 30th Street, LO. 5-4700. | | |
| Tuesday May 12 12:30 P.M. Luncheon | PRESS PREVIEW OF FALL COLLECTION | NANNETTE CASHMERES (1410 BROADWAY) | THE 500 CLUB 500 SEVENTH AVENUE |
| | Preview of Nannette's Fall collection of cashmere coordinates, decorated cardigans and ensembles for daytime and evening wear. Commentator: Bert Bacharach, men's fashion columnist and author. By invitation. Thereafter continuous in showroom. Publicity: Mathews-Latham, MU. 7-5447. | | |
| Beginning Tuesday May 12 | OPENING OF FALL BRIDESMAIDS FASHIONS | DAVID MORRIS CO. | 525 SEVENTH AVENUE SHOWROOM - 5TH FLOOR |
| | David Morris will present their Fall bridesmaids collection in the latest interpretations and fabrics, at continuous daily showings. Contact: William Rosenberg, WI. 7-0511. | | |
| Thurs STOP. ~~Wednesday~~ May ~~13~~ 14 9:00 A.M. | PRESS PREVIEW OF FALL SPORTSWEAR | JOHN WEITZ DESIGNS, INC. | 1407 BROADWAY STUDIO - 8TH FLOOR |
| | Preview of Fall sportswear, designed by John Weitz for Printzess Square, saluting four American villages. By invitation. Contact: Chris Castro, LO. 3-4920. | | |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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| Thursday May 14 12:00 Noon Luncheon | PREVIEW: BACK-TO-SCHOOL AND FALL FASHIONS | NELLY DE GRAB (533 SEVENTH AVENUE) | HOTEL PLAZA TERRACE ROOM |
| | "The Romantics"--Nelly De Grab's back-to-school and Fall collection, for press and buyers. By invitation. Continuous thereafter in showroom. Contact: BR. 9-2581. Publicity: Sidney Dee Bloeme, JU. 6-4490. | | |
| Friday May 15 12:00 Noon Luncheon | SHOWING OF FASHIONS FOR CHILDREN AND TEENS | THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) | HOTEL ASTOR BALLROOM |
| | Luncheon showing of children's and teen-age fashions. Co-Chmn: Jane Stark and Rae Crespin. (More details later.) Contact: CI. 7-3940. | | |
| Monday May 18 4:00 P.M. | ANNUAL COTTON FASHION AWARD | LEADERS IN COTTON TEXTILES | GRACIE MANSION EAST END AVENUE |
| | The Seventh Annual Cotton Fashions Award will be presented by Mayor Robert F. Wagner to Pauline Trigere. Showing of outstanding designs in cotton for Summer, 1959, featuring Pauline Trigere's creations and past winners. By invitation. Publicity: Eleanor Lambert, MU. 8-2130. | | |
| Tuesday May 19 8:45 A.M.-10:30 A.M. Breakfast | "YOUNG TRENDS FOR FALL 1959" | PARENTS' MAGAZINE (52 VANDERBILT AVENUE) | HOTEL PIERRE GRAND BALLROOM |
| | Parents' Magazine will present a showing of Fall fashions for toddlers, girls, pre-teens and boys with presentation from 9:15 to 10:30 A.M. Commentator: Mrs. Beryl Tucker, fashion editor. Exhibition in Ballroom Foyer of fashions from August and September issues. For retailers and resident buyers, by invitation. Publ.: Monroe E. Michels, MU. 5-4400. | | |
| Tuesday May 19 9:00 A.M. Breakfast | SUB-TEEN FASHION AND MERCHANDISING CLINIC | AMERICAN GIRL MAGAZINE | HOTEL NEW YORKER |
| | Theme: "Photo-Fashions"--a complete promotional plan and market round-up. Guest Speakers: Eugene Gilbert, president of Gilbert Youth Research and Eugene Gilbert Co.; Marge Schlessinger Deane, Executive Associate for Tobe & Associates. Admission by ticket only. Publicity: Pat di Sernia, Fashion & Merchandising Director, The American Girl Magazines, PL.1-6900. | | |
| Tuesday May 19 3:00 P.M. | PREVIEW OF FALL SHIRTS AND SEPARATES | HAYMAKER | 498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR |
| | Haymaker will preview their Fall shirts and separates for press and resident buyers. By invitation. Publicity: Terry Mayer, BR. 9-6560. | | |
| Tuesday May 19 | OPENING: FALL & WINTER COCKTAIL FASHIONS | DAVID MORRIS CO. | 525 SEVENTH AVENUE SHOWROOM - 5TH FLOOR |
| | Opening of Fall and Winter formal and cocktail fashions, at continuous daily showings. Contact: William Rosenberg, WI. 7-0511. | | |
| Thursday May 21 12:30 P.M. Luncheon | PREVIEW OF FALL SEPARATES | MASKET BROTHERS | 498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR |
| | Luncheon, followed by showing of back-to-school and Fall fashions designed by Frank Smith. By invitation. Continuous daily thereafter. Contact: BR. 9-7160. | | |
| Friday May 22 12:00 Noon Luncheon | PRESS PREVIEW OF FALL COLLECTION | LEE CLAIRE, INC. | 530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR |
| | Lee Claire will present their Fall collection to press and buyers. By invitation. Beginning Mon., May 25, luncheon showing at 12:00 Noon. By appointment. Contact: Jack Sulzer, WI. 7-9470. | | |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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FALL OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA (FOGA)
(The Member Firms of the Fashion Originators' Guild will Introduce Their Fall Collections in a Two-Day Opening Period - May 25 and May 26.)

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| Beginning Monday May 25 | BEN BARRACK, INC. | 498 7th Ave. | ( 7 Fl.) | LO. 4-3923 |
| | HARVEY BERIN LTD. | 530 7th Ave. | ( 7 Fl.) | PE. 6-0206 |
| | BRANELL | 530 7th Ave. | (27 Fl.) | PE. 6-6983 |
| | WM. FOX-VISIONI CORP. | 498 7th Ave. | (18 Fl.) | CH. 4-2659 |
| | ED GERRICK, INC. | 550 7th Ave. | ( 7 Fl.) | LO. 4-1820 |
| | A. GOODMAN & CO., INC. | 530 7th Ave. | (17 Fl.) | WI. 7-4076 |
| | DAVID E. GOTTLIEB, INC. | 530 7th Ave. | ( 4 Fl.) | LO. 5-2727 |
| | GRABOIS | 498 7th Ave. | ( 5 Fl.) | CH. 4-2767 |
| | GROBE ORIGINALS, INC. | 498 7th Ave. | (16 Fl.) | BR. 9-8394 |
| | HARMAY | 498 7th Ave. | (22 Fl.) | PE. 6-5547 |
| | MYRON HERBERT, INC. | 530 7th Ave. | (20 Fl.) | LO. 4-6830 |
| | JOBERE, INC. | 530 7th Ave. | (30 Fl.) | PE. 6-1938 |
| | JUNIOR SOPHISTICATES CO. | 498 7th Ave. | ( 4 Fl.) | LO. 4-0462 |
| | NAT KAPLAN, INC. | 498 7th Ave. | (21 Fl.) | LO. 5-4115 |
| | DAVID LEVINE CO. | 530 7th Ave. | (21 Fl.) | LA. 4-0237 |
| | ROSALIE MACRINI, INC. | 550 7th Ave. | (11 Fl.) | CH. 4-2655 |
| | PAUL PARNES CORP. | 498 7th Ave. | (10 Fl.) | CH. 4-4600 |
| | RUDOLF GOWNS | 530 7th Ave. | (12 Fl.) | WI. 7-6865 |
| | MARTIN SIMON, INC. | 498 7th Ave. | ( 7 Fl.) | LA. 4-2877 |
| | HERBERT SONDHEIM, INC. | 530 7th Ave. | (20 Fl.) | LA. 4-7540 |
| | SUZANNE AUGUSTINE, INC. | 1 W. 47 St. | ( 7 Fl.) | PL. 7-3465 |
| | HANNAH TROY, INC. | 530 7th Ave. | ( 2 Fl.) | LO. 3-0988 |
| | SAMUEL WINSTON, INC. | 530 7th Ave. | (11 Fl.) | CH. 4-2617 |

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| Monday May 25 4:00 P.M. Cocktails | FALL JUNIOR COAT & SUIT COLLECTION | DEVONBROOK LTD. (1400 BROADWAY) | "500 CLUB" 500 SEVENTH AVENUE |
| | Press preview of Fall junior coat and suit collection, designed by John Anthony. By invitation. Continuous daily showings thereafter at showroom. Publicity: Margaret Hodge, 15 East 48th Street, PL. 5-7630. | | |
| Monday May 25 4:00 P.M. | PRESS PREVIEW OF FALL FASHIONS | HANNAH TROY, INC. | 530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR |
| | Preview of Hannah Troy's Fall collection. By invitation. Thereafter at 1:00 P.M., May 26, 27, 28, 29, June 1, 2, 3, 4, 5, 9, 10, 11. Publicity: Marie Shapiro, LO. 3-0988. | | |
| Tuesday May 26 11:00 A.M. | PREVIEW: FALL COAT AND SUIT COLLECTION | SEYMOUR FOX, INC. | 512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR |
| | Seymour Fox will present his Fall collection of coats and suits to the press. By invitation. Thereafter showings on June 2, 9, 10, 16 at 10:30 A.M. By appointment. Publicity: Sally McDonald, LO. 4-3246. | | |
| Beginning Tuesday May 26 | PETITE AND MISSES FALL COLLECTION | GROSS SYDNEY, INC. | 498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR |
| | "Back To Easy Living"--showing the Fall collections of Petti-4's casual wear for the petite miss; and "Terry Rogers" misses sizes. Before May 26 by appointment only. Contact: CH. 4-3558. | | |
| Wednesday May 27 2:30 P.M. | PREVIEW OF FALL SUITS | DAVID CRYSTAL | 498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR |
| | By invitation. Publicity: Terry Mayer, BR. 9-6560. | | |

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| Wednesday May 27 4:00 P.M. Cocktails | PRESS PREVIEW: FALL COAT & SUIT COLLECTION | MURRAY NIEMAN (252 WEST 38TH STREET) | HOTEL PLAZA WHITE & GOLD SUITE |
| | Murray Nieman will present his collection of Fall-Winter coats, suits and ensembles to press, buying offices, fashion coordinators. By invitation. Publicity: Ruth Hammer Assoc., 2 West 59th St., EL. 5-7872. | | |
| Thursday May 28 11:00 A.M. | PRESS PREVIEW: FALL COAT & SUIT COLLECTION | FRANK GALLANT, INC. | 205 WEST 39TH STREET SHOWROOM - 5TH FLOOR |
| | Preview for press and buyers of Frank Gallant's Fall collection of coats and suits. By invitation. Trade showings at 9:30 A.M., Tues., Wed., Thurs., beginning June 2. Contact: Herbert Gallant, LA. 4-7285. | | |
| Thursday May 28 2:30 P.M. | PRESS PREVIEW OF FALL DRESSES | DAVID CRYSTAL | 498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR |
| | For press and resident buyers, by invitation. Publicity: Terry Mayer, BR. 9-6560. | | |
| May 30 | MEMORIAL DAY - Legal Holiday (Saturday) | | |
| Tuesday June 2 9:00 A.M. Breakfast | PRESS PREVIEW: FALL SPORTSWEAR COLLECTION | CABANA BEACHWEAR CO. (1407 BROADWAY) | "500 CLUB" 500 SEVENTH AVENUE |
| | Showing of sportswear, separates and dresses, designed by Pembroke Squires, for press and buyers. By invitation. Continuous daily thereafter at showroom. Publicity: Margaret Hodge, 15 East 48th St., PL. 5-7630. | | |
| Tuesday June 2 10:30 A.M. | PRESS PREVIEW OF FALL COLLECTION | CHRISTIAN DIOR-NEW YORK, INC. | 498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR |
| | Preview for press of the Christian Dior-N.Y. Fall collection at 10:30 A.M. Trade showings at 2:30 P.M., June 2 and 3. By invitation. Contact: Lee Price, LO. 4-9220. | | |
| Tuesday June 2 10:30 A.M. | OPENING OF FALL COLLECTION | LLOYD WEILL | 498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR |
| | Showing of Lloyd Weill's Fall collection. Contact: Eleanor Rose, LO. 5-3041. | | |
| Tuesday June 2 11:30 A.M. | PRESS PREVIEW: FALL COATS AND SUITS | GEORGE CARMEL, INC. | 530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR |
| | Preview for press of Fall coats and suits. By invitation. Trade shows at 10:30 A.M., June 4, 9, 10, 11, 16, 17, 18. By appointment. Contact: LA. 4-3310. | | |
| Tuesday June 2 3:30 P.M. | 23RD ANNUAL COLLEGE CLINIC | MADEMOISELLE MAGAZINE (575 MADISON AVENUE) | WALDORF-ASTORIA BALLROOM |
| | Back-To-School fashions from Mademoiselle's August college issue. Show at 4:00 P.M. Tickets: $7.50; by invitation only, for official tie-in stores, and their buying offices, advertising agencies, fabric houses. Contact: Mrs. Frances Ashmore, PL. 9-2080. | | |
| Wednesday June 3 3:30 P.M. | FALL BACK-TO-SCHOOL TRENDS FASHION SHOW | SEVENTEEN MAGAZINE (488 MADISON AVENUE) | WALDORF-ASTORIA BALLROOM |
| | Showing of fashions from Fall issues in a trends presentation. Promotion exhibit open 3:30 P.M., showing promptly at 4:30 P.M. By invitation only, for retail stores. Tickets: $7.00. Contact: Kay Corinth, PL. 9-8100. | | |

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| Wednesday June 3 4:30 P.M. | PRESS PREVIEW OF FALL COLLECTION | BURKE-AMEY | HOTEL PLAZA WHITE & GOLD SUITE |
| | Burke-Amey will present their Fall collection of daytime, cocktail and evening fashions, designed by Ronald Amey, for press and buyers. (Note Change Of Date.) By invitation. Publicity: Maxwell-Gray, PL. 3-5556. | | |
| Wednesday June 3 5:30 P.M. Cocktails | THIRD ANNUAL COLLEGE FASHION SHOW | GLAMOUR MAGAZINE (420 LEXINGTON AVENUE) | HOTEL BILTMORE GRAND BALLROOM |
| | "Ten Best Dressed College Girls in America"--fashion show at 6:30 P.M. For retailers, by invitation. Contact: Angeline Dougherty, LE. 2-7500. | | |
| Thursday June 4 4:00 P.M. | SPECIAL SHOWING OF FALL FASHIONS | MILLIKEN WOOLENS, INC. (1045 SIXTH AVENUE) | HOTEL STATLER BALLROOM |
| | Special showing for press, resident buyers and N. Y. store executives. By invitation. Showings for out-of-town buyers daily except Mondays, beginning June 2, breakfast at 7:30 A.M., show at 8:20 A.M. Admission by ticket. Contact: Julie Buddy, Fashion Director, OX. 5-1200. | | |
| Friday June 5 11:00 A.M. | PREVIEW OF FALL COLLECTION | B. H. WRAGGE, INC. | 550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR |
| | Showing also June 9, 15, 16 at 11:00 A.M. By invitation and reservation. Contact: Liz Bechtol, WI. 7-4968. | | |
| Friday June 5- June 26 9:00 A.M.- 5:00 P.M. | FASHIONS FROM AUGUST-SEPTEMBER ISSUES | SEVENTEEN MAGAZINE | 488 MADISON AVENUE SHOWROOM - 10TH FLOOR |
| | Exhibit of fashions from August and September issues. For store and buying office executives only. By appointment. Contact: Anita Blanchard, PL. 9-8100. | | |
| Monday June 8 2:00 P.M. | PRESS PREVIEW OF FALL FUR COLLECTION | SCHIAPARELLI FURS | 305 SEVENTH AVENUE SHOWROOM - 9TH FLOOR |
| | Mme. Elsa Schiaparelli will present her Fall fur collection to the press. By invitation. Publicity: Alfred Davidson Assoc., 38 E. 57th St., PL. 5-0868. | | |
| Monday June 8 4:00 P.M. Cocktails | PRESS PREVIEW OF FALL COLLECTION | SARMI INC. (785 FIFTH AVENUE) | SHERATON-EAST HOTEL DIPLOMAT SUITE |
| | Ferdinando Sarmi will present his Fall collection to the press. By invitation. Publicity: Maxwell-Gray, 527 Lexington Avenue, PL. 3-5556. | | |
| Monday June 8- June 9 5:30 P.M. | "HOLIDAY IN FASHION" MUSICAL PRESENTATION | HOLIDAY MAGAZINE (380 MADISON AVENUE) | BARBIZON PLAZA THEATRE 106 CENTRAL PARK SOUTH |
| | A demonstration performance of "Holiday in Fashion", a new musical framework for fashion merchandise in retail stores. By invitation, for retail executives, advertising agencies, buying offices, fabric and fiber houses, manufacturers. Show followed by cocktails. Contact: Bonnie Slover, MU. 7-5300. | | |
| Tuesday June 9 11:00 A.M. | PRESS PREVIEW: FALL FUR COLLECTION | REVILLON | 11 WEST 57TH STREET SALON |
| | Preview of the Revillon Fall fur collection. By invitation. Contact: Bill Paige, PL. 9-5504. | | |
| Tuesday June 9 2:30 P.M. | PREVIEW: FALL-WINTER FUR COLLECTION | FREDRICA FURS | 345 SEVENTH AVENUE SHOWROOM - 16TH FLOOR |
| | Showing of Fall-Winter custom fur collection, designed by Arthur Schwartz. By invitation. Trade showings June 10 and 11 at 10:00 A.M. Thereafter by appointment only. Publicity: Pauline Greene at Charles J. Charney, PL. 7-0955. | | |

## MUSIC...MOVIES...THEATRE...OPERA

Monday
April 6

TWENTY-FOURTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39TH ST. Mon., April 6: (In Baltimore). Tues., April 7: (In Baltimore). Wed., April 8: Strauss' "Fledermaus". Thurs., April 9: Berg's "Wozzeck". Fri., April 10: Verdi's "Don Carlo". Sat., Mat., April 11: Puccini's "Tosca". Sat. Eve., April 11: Ponchielli's "La Gioconda". Publicity: Francis Robinson, PE. 6-1200.

Monday
April 6

OPENING: "MARK TWAIN TONIGHT" 41ST STREET THEATRE, 123 WEST 41ST STREET John Lotas in association with Bunker Jenkins will present Hal Holbrook, portraying Mark Twain, in readings from his works. Publicity: Harvey Sabinson, CI. 6-0856.

Tuesday
April 7

OPENING: "COME PLAY WITH ME" YORK PLAYHOUSE, 64TH ST. & 1ST AVENUE The musical based on Marcel Achard's novel, starring Tom Poston, John Emery, George Voskovec, Liliane Montevecchi, and presented by Helen Boneils and Haila Stoddard. Direction: Tama Geva. Costumes: Remse Stevens. Liliane Montevecchi's costumes: Jenkins Gowns. Publicity: Karl Bernstein - Ben Kornzweig, JU. 2-2490.

Thursday
April 9

OPENING: "KATAKI" AMBASSADOR THEATRE, 215 WEST 49TH STREET Jay Garon will present the two character play, co-starring James McArthur and Sessue Hayakawa about an American and Japanese soldier stranded on a South Pacific island during the second World War. Director: Alan Schneider. Publicity: George Ross, BR. 9-5906.

Thursday
April 9

SPRING SEASON: NEW YORK CITY OPERA N.Y. CITY CENTER 131 WEST 55TH ST. Thurs., April 9: "Wuthering Heights". Fri., April 10: "Street Scene". Sat., April 11: "Street Scene". Sun., Mat., April 12: "The Ballad Of Baby Doe". Sun., Eve., April 12: "He Who Gets Slapped". Publicity: Muriel Francis, IE.5-3200.

Monday
April 13

OPENING: "SEASON OF CHOICE" BARBIZON PLAZA THEATRE, 58TH ST. & 6TH AVE. Bowden, Barr and Bullock will present Betsy Von Furstenberg and Douglas Watson, co-starring in a new play by Nathaniel Banks, featuring Ethel Smith and Collin Wilcox. Director: Charles Bowden. Sets, Lighting, Costumes: Will Steven Armstrong. Publicity: Howard Atlee, CI. 5-9125.

Wednesday
April 15

OPENING: "TRIPLE PLAY" THE PLAYHOUSE 137 WEST 47TH STREET Co-starring Jessica Tandy and Hume Cronyn, the Theatre Guild's presentation of one-act plays: Sean O'Casey's "Bedtime Story," "Pound On Demand" and Anton Chekov's monologue "On Harmfulness Of Tobacco". Director: Hume Cronyn. Publicity: Harvey Sabinson, CI. 6-0860.

Thursday
April 23

OPENING: "DESTRY RIDES AGAIN" IMPERIAL THEATRE, 249 WEST 45TH STREET Andy Griffith, Dolores Gray, Scott Brady will star in the musical version of Max Brand's novel, presented by David Merrick in association with Max Brown. Director: Michael Kidd. Settings: Oliver Smith. Lighting: Jean Rosenthal. Costumes: Alvin Colt. Publicity: Harvey Sabinson, CI. 6-0856.

Thursday
May 14

OPENING: "GYPSY": BROADWAY THEATRE, B'WAY & 53RD STREET Starring Ethel Merman with Jack Klugman and Sandra Church, in the musical version of Gypsy Rose Lee's autobiography, "Gypsy, A Memoir". Presented by David Merrick and Leland Hayward. Director: Jerome Robbins. Sets: Jo Mielziner. Lyrics: Stephen Sondheim. Costumes: Raoul Pene du Bois. Publicity: Goodman-Krawitz, BR. 9-4985.